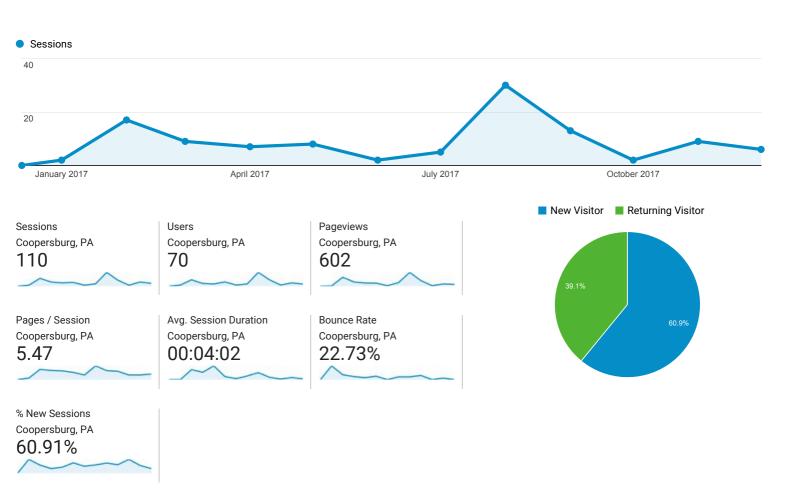
EXHIBIT 4

Audience Overview



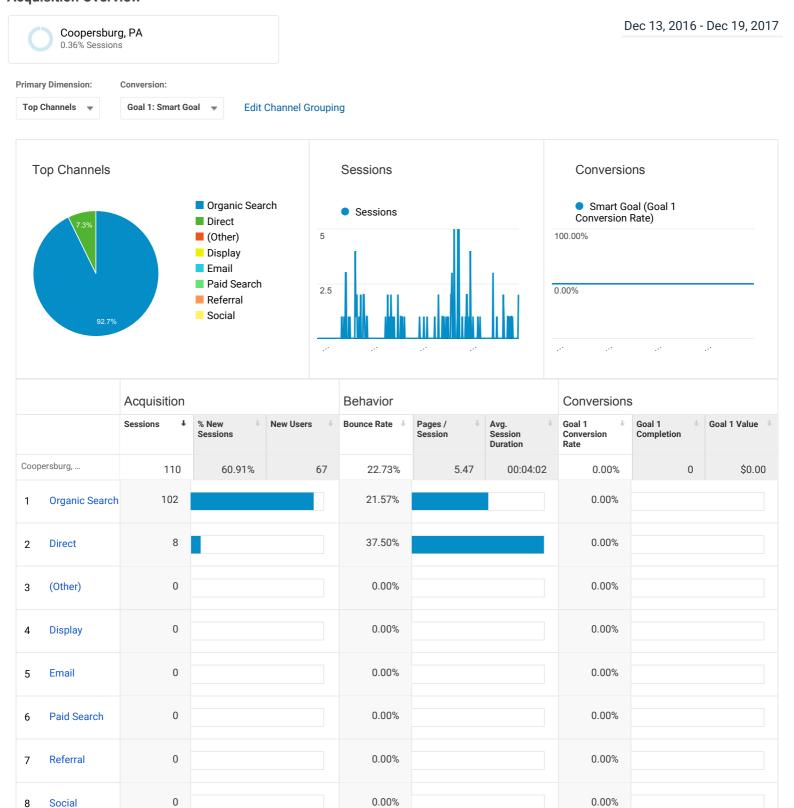
Dec 13, 2016 - Dec 19, 2017





Language	Sessions % Se	essions
1. en-us	107	97.27%
2. en-ca	3 2.5	73%

Acquisition Overview



To see all 8 Channels click here.

Frequency & Recency



Dec 13, 2016 - Dec 19, 2017

Distribution

Count of Sessions

Coopersburg, PA

Sessions
110
% of Total: 0.36% (30,454)

Pageviews

602

% of Total: 0.65% (93,186)

Count of Sessions	Sessions	Pageviews
1	67	408
2	15	59
3	6	28
4	3	12
5	2	18
6	2	8
7	1	9
8	1	10
9-14	6	29
15-25	7	21
26-50	0	0
51-100	0	0
101-200	0	0

Interests: Overview



Dec 13, 2016 - Dec 19, 2017

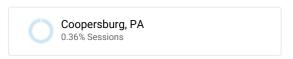
Key Metric:

Affinity Category (reach)	0.26% of total sessions
6.66%	Banking & Finance/Avid Investors
6.66%	Lifestyles & Hobbies/Business Professionals
6.05%	Shoppers/Value Shoppers
5.75%	Technology/Technophiles
5.35%	Travel/Business Travelers
5.25%	Travel/Travel Buffs
5.15%	Home & Garden/Do-It-Yourselfers
4.74%	Sports & Fitness/Health & Fitness Buffs
4.24%	Lifestyles & Hobbies/Outdoor Enthusiasts
3.83%	Lifestyles & Hobbies/Green Living Enthusiasts

In-Market Segment	0.23% of total sessions
12.35%	Home & Garden/Home Decor/Lights & Fixtures
9.16%	Home & Garden/Home Decor
9.16%	Travel/Air Travel
9.16%	Travel/Hotels & Accommodations
8.76%	Software/Business & Productivity Software
7.97%	Home & Garden/Home Improvement
7.57%	Consumer Electronics/Mobile Phones
7.57%	Home & Garden/Home & Garden Services
6.37%	Financial Services/Investment Services
6.37%	Home & Garden/Home Appliances

Other Category	0.25% of total sessions
28.79%	Computers & Electronics/Consumer Electronics/Home Automation
27.27%	Home & Garden/Home Furnishings/Lamps & Lighting
24.24%	News/Weather
19.70%	Science/Astronomy
0.00%	Arts & Entertainment/Celebrities & Entertainment News
0.00%	Arts & Entertainment/Comics & Animation/Anime & Manga
0.00%	Arts & Entertainment/Comics & Animation/Cartoons
0.00%	Arts & Entertainment/Comics & Animation/Comics
0.00%	Arts & Entertainment/Entertainment Industry
0.00%	Arts & Entertainment/Entertainment Industry/Film & TV Industry/Film & TV Awards

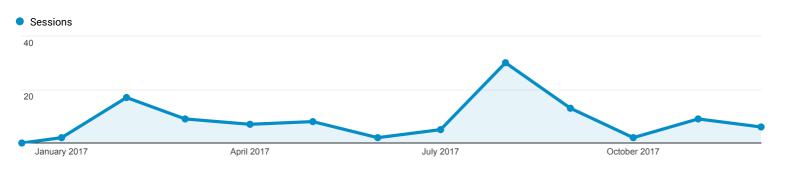
New vs Returning



Dec 13, 2016 - Dec 19, 2017

Explorer

Summary



U T	Acquisition			Behavior			Conversions		
User Type	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
Coopersburg, PA	110 % of Total: 0.36% (30,454)	60.91% Avg for View: 75.73% (-19.57%)	67 % of Total: 0.29% (23,064)	22.73% Avg for View: 56.51% (-59.78%)	5.47 Avg for View: 3.06 (78.85%)	00:04:02 Avg for View: 00:01:53 (113.64%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	67 (60.91%)	100.00%	67 (100.00%)	22.39%	6.09	00:04:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	43 (39.09%)	0.00%	0 (0.00%)	23.26%	4.51	00:03:35	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2

Pages



Dec 13, 2016 - Dec 19, 2017

Explorer



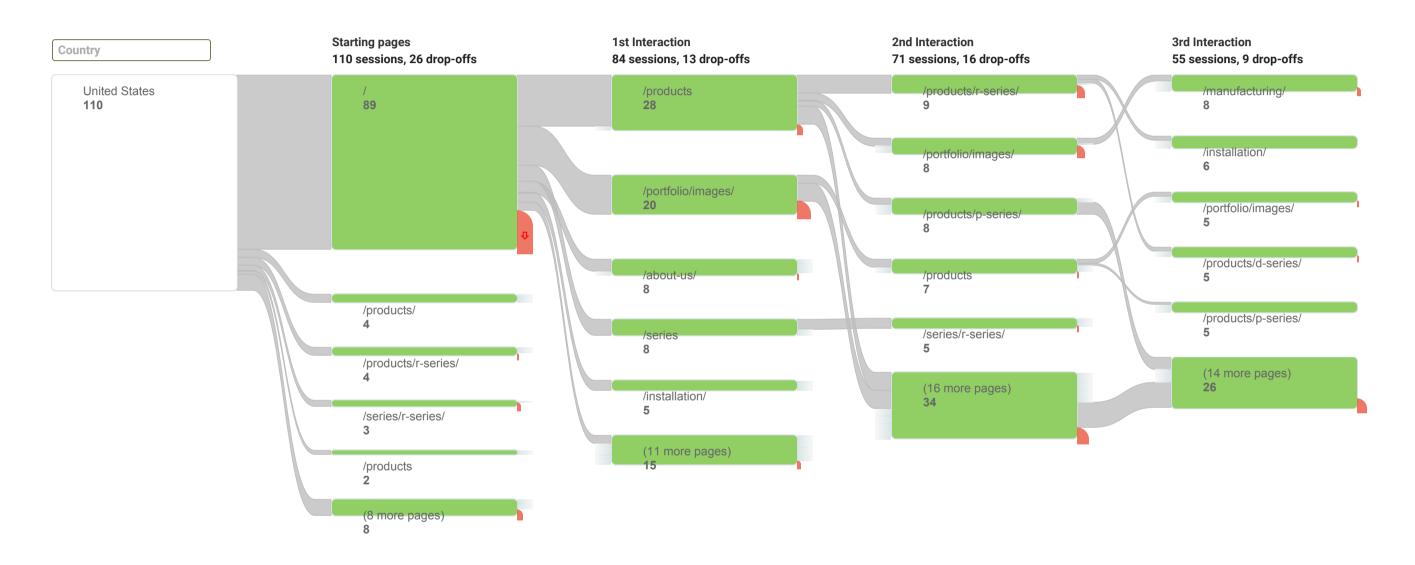
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
Coopersburg, PA	602 % of Total: 0.65% (93,186)	487 % of Total: 0.65% (74,633)	00:00:54 Avg for View: 00:00:55 (-1.61%)	110 % of Total: 0.36% (30,454)	22.73% Avg for View: 56.51% (-59.78%)	18.27% Avg for View: 32.68% (-44.09%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	107 (17.77%)	92 (18.89%)	00:00:44	89 (80.91%)	21.35%	25.23%	\$0.00 (0.00%)
2. /products	60 (9.97%)	45 (9.24%)	00:00:43	2 (1.82%)	0.00%	11.67%	\$0.00 (0.00%)
3. /portfolio/images/	54 (8.97%)	45 (9.24%)	00:00:57	(0.00%)	0.00%	33.33%	\$0.00 (0.00%)
4. /products/r-series/	39 (6.48%)	30 (6.16%)	00:01:36	4 (3.64%)	25.00%	30.77%	\$0.00 (0.00%)
5. /manufacturing/	35 (5.81%)	31 (6.37%)	00:00:22	(0.00%)	0.00%	11.43%	\$0.00 (0.00%)
6. /installation/	32 (5.32%)	27 (5.54%)	00:01:44	1 (0.91%)	0.00%	9.38%	\$0.00 (0.00%)
7. /about-us/	28 (4.65%)	22 (4.52%)	00:01:20	1 (0.91%)	0.00%	25.00%	\$0.00 (0.00%)
8. /products/d-series/	23 (3.82%)	18 (3.70%)	00:00:19	1 (0.91%)	0.00%	13.04%	\$0.00 (0.00%)
9. /products/p-series/	23 (3.82%)	21 (4.31%)	00:00:17	(0.00%)	0.00%	13.04%	\$0.00 (0.00%)
10. /series/r-series/	21 (3.49%)	14 (2.87%)	00:03:09	3 (2.73%)	66.67%	14.29%	\$0.00 (0.00%)

Rows 1 - 10 of 33

Dec 13, 2016 - Dec 19, 2017

Users Flow



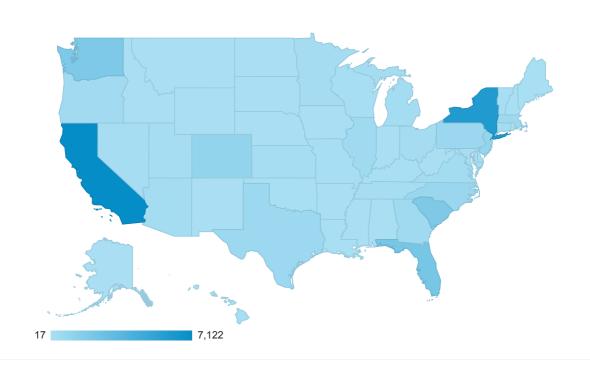


ALL » COUNTRY: United States

All Users 93.54% Sessions Dec 21, 2016 - Dec 28, 2017

Map Overlay

Summary



Region	Acquisition			Behavior			Conversions Goal 1: Sma	rt Goal	
Neg.on	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Smart Goal (Goal 1 Conversion Rate)	Smart Goal (Goal 1 Completions)	Smart Goal (Goal 1 Value)
	28,871 % of Total: 93.54% (30,865)	75.27% Avg for View: 75.77% (-0.66%)	21,730 % of Total: 92.92% (23,386)	56.43% Avg for View: 56.58% (-0.27%)	3.06 Avg for View: 3.05 (0.24%)	00:01:53 Avg for View: 00:01:53 (0.06%)	0.05% Avg for View: 0.05% (0.22%)	15 % of Total: 93.75% (16)	\$0.00 % of Total: 0.00% (\$0.00)
1. California	7,122 (24.67%)	75.26%	5,360 (24.67%)	57.85%	3.04	00:01:46	0.06%	4 (26.67%)	\$0.00 (0.00%)
2. New York	5,897 (20.43%)	79.75%	4,703 (21.64%)	59.39%	2.86	00:01:30	0.05%	3 (20.00%)	\$0.00 (0.00%)
3. Florida	2,201 (7.62%)	74.78%	1,646 (7.57%)	55.29%	2.86	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Washington	1,956 (6.77%)	76.79%	1,502 (6.91%)	64.98%	2.61	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. South Carolina	1,888 (6.54%)	51.06%	964 (4.44%)	36.23%	4.34	00:03:59	0.11%	2 (13.33%)	\$0.00 (0.00%)
6. Colorado	990 (3.43%)	59.70%	591 (2.72%)	46.16%	3.34	00:02:39	0.10%	1 (6.67%)	\$0.00 (0.00%)
7. New Jersey	958 (3.32%)	84.97%	814 (3.75%)	68.16%	2.46	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. North Carolina	713 (2.47%)	66.06%	471 (2.17%)	47.97%	3.03	00:02:06	0.14%	1 (6.67%)	\$0.00 (0.00%)
9. Pennsylvania	671 (2.32%)	82.12%	551 (2.54%)	61.40%	2.88	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Texas	635 (2.20%)	78.74%	500 (2.30%)	51.18%	3.52	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)

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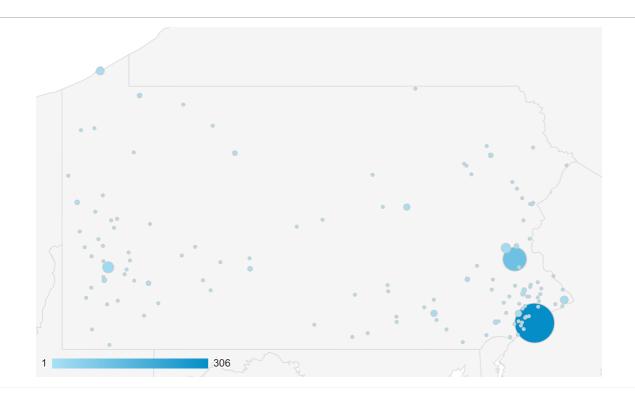
ALL » COUNTRY: United States » REGION: Pennsylvania

Dec 21, 2016 - Dec 28, 2017



Map Overlay

Summary



City	Acquisition			Behavior			Conversions Goal 1: Smart Goal		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Smart Goal (Goal 1 Conversion Rate)	Smart Goal (Goal 1 Completions)	Smart Goal (Goal 1 Value)
	671 % of Total: 2.17% (30,863)	82.12% Avg for View: 75.77% (8.38%)	551 % of Total: 2.36% (23,384)	61.40% Avg for View: 56.58% (8.52%)	2.88 Avg for View: 3.05 (-5.71%)	00:01:22 Avg for View: 00:01:53 (-27.62%)	0.00% Avg for View: 0.05% (-100.00%)	0 % of Total: 0.00% (16)	\$0.00 % of Total: 0.00% (\$0.00)
1. Philadelphia (pop 1.568 mil)	306 (45.60%)	88.24%	270 (49.00%)	76.47%	1.92	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Coopersburg (pop 2,478)	111 (16.54%)	61.26%	68 (12.34%)	22.52%	5.56	00:04:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Pittsburgh	21 (3.13%)	100.00%	21 (3.81%)	47.62%	2.67	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Allentown	17 (2.53%)	64.71%	11 (2.00%)	35.29%	4.29	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Levittown	13 (1.94%)	38.46%	5 (0.91%)	7.69%	7.00	00:07:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Erie	9 (1.34%)	100.00%	9 (1.63%)	55.56%	4.78	00:03:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Lancaster	8 (1.19%)	62.50%	5 (0.91%)	62.50%	4.00	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Danville	7 (1.04%)	14.29%	1 (0.18%)	57.14%	4.14	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Villanova	6 (0.89%)	50.00%	3 (0.54%)	66.67%	1.83	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Scranton	5 (0.75%)	80.00%	4 (0.73%)	60.00%	1.80	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)

Goal Comple 0

Goal Comple

	Sessions (LTV) 42 Sessions (Current): 21	03:49:	30 uration (Current): 01:54:45	Revenue (L ⁻ \$0.00 Revenue (Cr	rv) urrent): \$0.00	Transactions (LTV) O Transactions (Current): 0
	F	ilter by	Sort by			
Client Id 343105503.1485437689	Create Segment	4 selected ▼	Descending ▼	Expand All	Collapse All	
Date Last Seen Dec 19, 2017	Dec 19, 2017					
Device Category desktop	10:32 AM	00:42	Organic Search	h		
Device Platform web	Dec 8, 2017					
Acquisition Date Jan 26, 2017	11:53 AM	00:11	Organic Searcl	h		
Channel (not set) Source / Medium	Dec 5, 2017					
(not set) Campaign	11:27 AM	00:04	Organic Searcl	h		
(not set) (organic)	Nov 30, 2017					
Return to User Explorer Report	8:57 AM	00:05	Organic Searcl	h		

11:22 AM 13:54

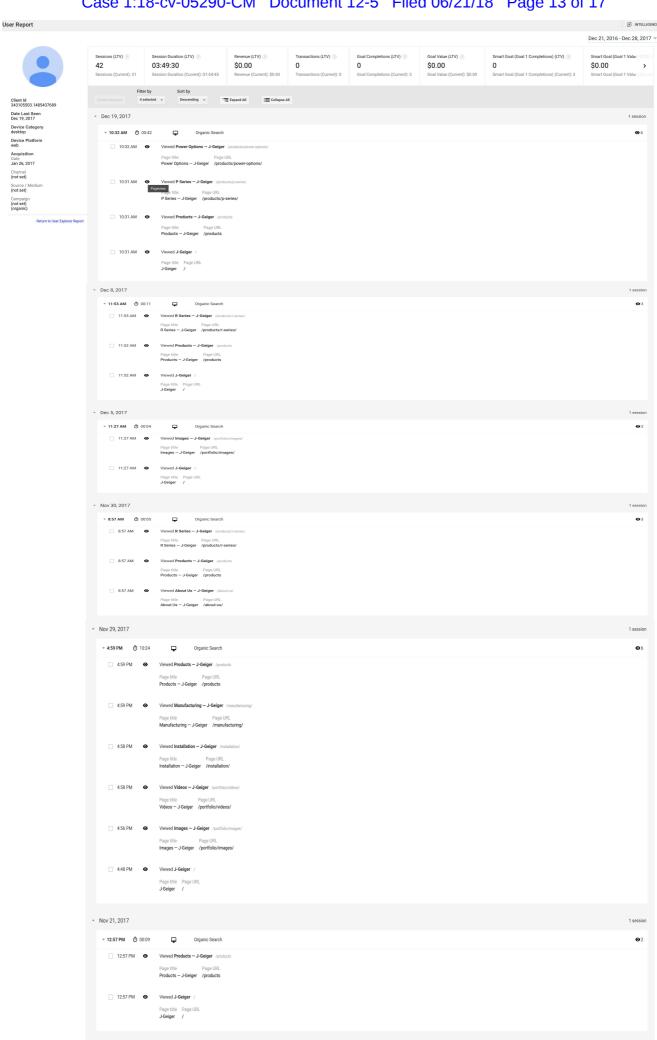
Nov 29, 2017 4:59 PM 10:24 Organic Search Nov 21, 2017 12:57 PM 00:09 Organic Search Sep 21, 2017 11:00 AM 00:00 Organic Search Aug 22, 2017 2:16 PM 00:01 Organic Search 11:36 AM 38:11 Organic Search Aug 1, 2017 10:25 AM 00:49 Organic Search Jul 3, 2017 11:57 AM 00:00 Organic Search Apr 27, 2017 10:32 AM 00:54 Organic Search Apr 21, 2017

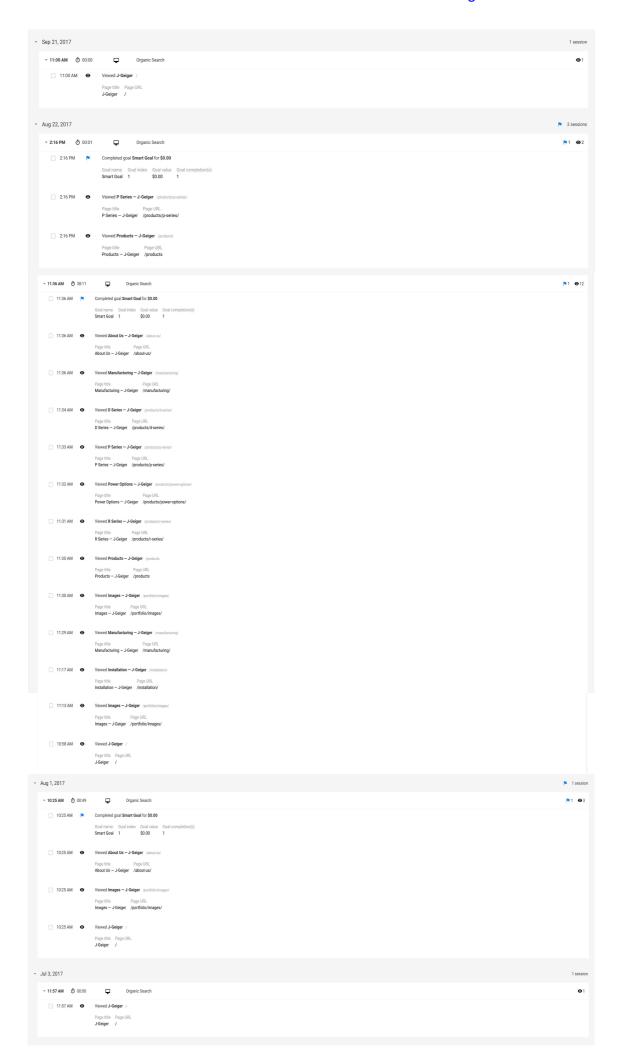
Organic Search

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Mar 14, 2017		
1:24 PM	08:30	Organic Search
Mar 8, 2017		
1:53 PM	06:04	Organic Search
10:42 AM	06:37	Organic Search
Mar 2, 2017		
9:34 AM	01:47	Organic Search
Feb 27, 2017		
4:49 PM	02:24	Organic Search
Feb 21, 2017		
8:24 AM	00:21	Organic Search

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